WHAT IS CLAIMED IS:

1.   A method of processing a print job of a customer and including advertising with the print job, the method comprising the steps of:

5   defining a print processing system controller having a plurality of advertisements registered therewith;

defining a network communication link between the customer and the print processing system controller;

receiving a data file for the print job from the customer at the print

10   processing system controller via the network communication link; and

associating at least one of the advertisements with the print job based on the data file for the print job.

2.   The method of claim 1, wherein the step of defining the network

15   communication link includes defining an Internet communication link between the customer and the print processing system controller.

3.   The method of claim 1, wherein the step of associating the at least one of the advertisements includes processing the data file for the print job and

20   determining from the data file a content of the print job.

4.   The method of claim 3, wherein each of the advertisements have a profile associated therewith, and wherein the step of associating the at least one of the advertisements includes comparing the content of the print job with the profile of

25   the advertisements.

5.   The method of claim 4, wherein the step of associating the at least one of the advertisements includes associating the at least one of the advertisements with the print job if the content of the print job coincides with the profile of the

30   at least one of the advertisements.

6.   The method of claim 1, further comprising the step of:

printing the print job, and

wherein the step of associating the at least one of the advertisements

includes printing the at least one of the advertisements with the print job.

7.   The method of claim 6, wherein the step of associating the at least one of

the advertisements includes querying the customer for approval of associating

the at least one of the advertisements with the print job and receiving a response

thereto, and wherein printing the at least one of the advertisements includes

printing the at least one of the advertisements with the print job if the response is

favorable.

8.   The method of claim 1, further comprising the step of:

registering the advertisements with the print processing system

controller.

9.   The method of claim 8, wherein the step of defining the network

communication link includes defining the network communication link between

at least one advertiser, the customer, and the print processing system controller,

and wherein the step of registering the advertisements includes registering at

least one advertisement of the at least one advertiser with the print processing

system controller via the network communication link.

10.   The method of claim 8, wherein the step of registering the advertisements

includes storing the advertisements, and wherein the step of associating the at

least one of the advertisements includes retrieving the at least one of the

advertisements.

11.   A method of processing a print job of a customer and including

advertising with the print job, the method comprising the steps of:

defining a print processing system controller having a plurality of advertisements registered therewith, each of the advertisements having a profile associated therewith;

defining a network communication link between the customer and the

5 print processing system controller;

receiving a data file for the print job from the customer at the print processing system controller via the network communication link;

processing the data file for the print job and determining from the data file a content of the print job; and

10 associating at least one of the advertisements with the print job based on the content of the print job and the profile of the advertisements.

12. The method of claim 11, wherein the step of defining the network communication link includes defining an Internet communication link between

15 the customer and the print processing system controller.

13. The method of claim 11, wherein the step of associating the at least one of the advertisements includes comparing the content of the print job with the profile of the advertisements and associating the at least one of the

20 advertisements with the print job if the content of the print job coincides with the profile of the at least one of the advertisements.

14. The method of claim 11, further comprising the step of:
printing the print job, and

25 wherein the step of associating the at least one of the advertisements includes printing the at least one of the advertisements with the print job.

15. The method of claim 14, wherein the step of associating the at least one of the advertisements includes querying the customer for approval of associating

30 the at least one of the advertisements with the print job and receiving a response thereto, and wherein printing the at least one of the advertisements includes

printing the at least one of the advertisements with the print job if the response is favorable.

16. The method of claim 11, further comprising the step of:

registering the advertisements with the print processing system controller.

17. The method of claim 16, wherein the step of defining the network communication link includes defining the network communication link between at least one advertiser, the customer, and the print processing system controller, and wherein the step of registering the advertisements includes registering at least one advertisement of the at least one advertiser with the print processing system controller via the network communication link.

18. The method of claim 16, wherein the step of registering the advertisements includes storing the advertisements, and wherein the step of associating the at least one of the advertisements includes retrieving the at least one of the advertisements.

19. A system for processing a print job of a customer and including advertising with the print job, the system comprising:

a print processing system controller configured to have a plurality of advertisements registered therewith,

wherein the print processing system controller is adapted to receive a data file for the print job from the customer and associate at least one of the advertisements with the print job based on the data file for the print job.

20. The system of claim 19, wherein the print processing system controller is configured to communicate with the customer via a network communication link, and wherein the print processing system controller is adapted to receive the data file for the print job from the customer via the network communication link.

21. The system of claim 20, wherein the network communication link is an Internet communication link.

5   22. The system of claim 19, wherein the print processing system controller is adapted to process the data file for the print job and determine from the data file a content of the print job.

23. The system of claim 22, wherein each of the advertisements have a
10   profile associated therewith, and wherein the print processing system controller is adapted to compare the content of the print job with the profile of the advertisements.

24. The system of claim 23, wherein the print processing system controller is
15   adapted to associate the at least one of the advertisements with the print job if the content of the print job coincides with the profile of the at least one of the advertisements.

25. The system of claim 19, wherein the print processing system controller is
20   adapted to query the customer for approval to associate the at least one of the advertisements with the print job, receive a response thereto, and associate the at least one of the advertisements with the print job if the response is favorable.

26. The system of claim 19, wherein the print processing system controller is
25   configured to communicate with at least one advertiser via a network communication link, and wherein the print processing system controller is adapted to receive at least one advertisement of the plurality of advertisements from the at least one advertiser via the network communication link.

30   27. The system of claim 26, wherein the network communication link is an Internet communication link.

28.   The system of claim 19, further comprising:

a print processing data storage system configured to communicate with the print processing system controller and store the advertisements therein.